



CASE STUDY

How Asahi Kasei Reduced
Infringement Investigation
Time from Months to Hours,
Saving Thousands per
Investigation with Patlytics

About Asahi Kasei

Asahi Kasei is a leading Japanese multinational corporation with a diverse portfolio spanning materials, homes, healthcare, and more. With extensive intellectual property holdings across multiple technical fields, the company requires sophisticated tools to manage its patent portfolio and identify opportunities for enforcement and defense. The IP team at Asahi Kasei continuously seeks innovative solutions to streamline their patent workflows while maintaining the highest standards of accuracy and security.

Naoto Hori, General Manager of the Strategic Licensing Group within Asahi Kasei's Corporate IP division, supports this work in part by identifying potentially infringing products, reviewing technical disclosures, and assembling evidence of use. These responsibilities represent only one portion of the broader patent and portfolio work conducted by the team, but they are among the most time-intensive and complex. His investigations span mechanical and chemical technologies and require a deep understanding of product landscapes, market behavior, and jurisdiction-specific nuances. Asahi Kasei began looking for a way to meaningfully accelerate these processes without compromising accuracy or security.

Problems

Before adopting Patlytics, infringement detection at Asahi Kasei relied heavily on manual searching, cross-referencing, and repeated review of public information. Identifying candidate products and gathering evidence of use, can require several days, and in more complex matters, months of effort. The traditional process of searching for infringement evidence and identifying target companies or products can often consume extraordinary amounts of time and resources.

This lengthy timeline created bottlenecks in decision-making and delayed critical IP strategy decisions. The manual nature of the work meant that highly skilled IP professionals were spending their valuable time on routine searching tasks rather than strategic analysis.

The team also needed a system that could account for jurisdictional differences. Existing tools offered limited support for this level of global context, slowing the team's ability to make confident decisions.

The challenge was particularly acute given Asahi Kasei's presence in multiple technical fields. While mechanical patents were somewhat easier to analyze, chemical field patents presented unique complexities that made infringement detection even more time-consuming. The team needed a solution that could handle both the breadth and depth of their patent portfolio while significantly reducing the time investment required.

Security was another important factor. With sensitive internal strategies under evaluation, Asahi Kasei required a platform that met strict enterprise-grade standards. The company needed a more efficient, scalable, and consistent way to conduct patent work, freeing its experts to focus on meaningful legal and technical analysis.

Beyond time constraints, the cost of these extensive searches was substantial. Each comprehensive infringement analysis required significant human resources, adding considerable expense to their IP operations. The team sought a tool that could deliver both time and cost efficiencies without compromising on the security and accuracy essential for their work.

Solution

Asahi Kasei implemented Patlytics to modernize their patent investigation workflows, starting with a focus on the platform's infringement detection capabilities. The team was immediately impressed by several key features that aligned with their needs.

Patlytics allowed the team to input patents and quickly surface potentially infringing products, complete with structured element-by-element and claim-by-claim mappings. A standout feature was the ability to freely add product feature information independently obtained by Asahi Kasei, which expanded the search surface and created multiple investigative paths. This flexibility enabled the team to combine internal knowledge with Patlytics' AI-powered search, making it easier to reach relevant targets from different angles.

Jurisdictional capabilities were especially important. Patlytics' ability to reflect evidence and product information across regions aligned well with Asahi Kasei's global workflow and supported the company's growing IP activity throughout Japan and Asia.

“A nice point of Patlytics is that we can add product features information independently obtained by Asahi Kasei, then very easily reach target companies or products,” Naoto explained. “It's not only one way to reach the target – sometimes from our additional information, other times from website information only.”

This flexibility was particularly valuable for Asahi Kasei's diverse portfolio. The platform's ability to incorporate custom product features and search across multiple data sources meant the team could tailor their searches to the specific technical nuances of each patent family.

Security was evaluated early and confirmed as meeting the company's requirements. With trust established, the team began integrating Patlytics into their core infringement investigations, while also expanding into other platform modules to assist with other parts of the patent lifecycle.

Results

Patlytics delivered immediate and substantial improvements to Asahi Kasei's infringement investigations. **The most dramatic improvement came in time savings: processes that previously took several days to months now take just hours. This time reduction is reshaping how the IP team operates.** With manual searching significantly reduced, the team can now screen opportunities and evaluate potential infringements far more quickly, enabling faster decision-making and a more agile workflow.

The impact was especially strong in mechanical technologies, where Patlytics consistently surfaced candidate products and evidence far more quickly and comprehensively than traditional methods.

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"In some cases, a detection report saves us \$1,000 to \$5,000 USD minimum," Naoto reported.

These cost savings stem directly from the dramatic reduction in time required for comprehensive infringement investigations.

The platform's impact extends beyond simple efficiency gains. By automating the time-intensive aspects of infringement detection, Patlytics has freed Asahi Kasei's IP professionals to focus on strategic decision-making rather than manual searching. This shift has accelerated their overall IP strategy execution and improved their ability to identify and act on enforcement opportunities.

Patlytics also strengthened Asahi Kasei's ability to pursue cross-jurisdictional matters, supported by consistent enhancements to accuracy, search breadth, and localization. Combined with strong security and responsive product development, Patlytics became a trusted partner in the company's evolving IP strategy.

Conclusion



Asahi Kasei's experience demonstrates the transformative potential of Patlytics' AI-powered patent platform for global corporations managing complex IP portfolios. By reducing investigation time from days or months to hours, enabling flexible evidence paths, and supporting the company's cross-jurisdictional needs, Patlytics has become an essential part of the team's infringement detection workflow.

As Asahi Kasei continues exploring additional modules, the partnership demonstrates how leading enterprises in Japan and across Asia can integrate AI to modernize complex patent workflows without sacrificing rigor, security, or control. Patlytics is now a key enabler in helping Asahi Kasei move faster, work smarter, and make more informed strategic decisions across its patent portfolio.

For global corporations seeking to modernize their IP operations while maintaining the highest standards of security and accuracy, Asahi Kasei's success with Patlytics provides a compelling blueprint.

If your IP team is exploring ways to improve the speed and efficiency of patent workflows — from infringement detection and invalidity analysis to drafting, invention disclosures, and beyond — Patlytics can help. [Contact us to learn more.](#)